



California Cash for Appliance Rebate Program

# Consumer Campaign Messaging For Advertising Materials

Please use the following specifications in your California Cash for Appliances rebate program marketing and advertising messaging to consumers.

## Objective

Save Energy by encouraging consumers to recycle their appliance(s) with qualified energy efficient models through the California Cash for Appliances rebate program.

## Tagline

BUY-RECYCLE-SAVE

## Launch Date

The Energy Commission will launch the consumer campaign on Earth Day, Thursday, April 22, 2010 through May 23, 2010. The program is **first-come first-serve**, and will continue until funds are depleted.

## Purchase Period

April 22 through May 23, 2010 until rebate funds are depleted. Consumer must submit a completed application and supporting documentation within 30 days of purchase. Refer to [www.cash4appliances.org](http://www.cash4appliances.org) for daily updates.

## Claim Period

Mail-in completed rebate application package within 30 days of purchase beginning April 22, 2010.

## Target Audience

- Consumers who are replacing their appliance either as a distress or upgrade buy
- Women
- 35 and older
- Responsible for household budget

## Eligible Appliances and Rebate Amount Available by Appliance

Refer to the official eligible appliances list located on Cash for Appliances website at:

[www.cash4appliances.org](http://www.cash4appliances.org)

- Refrigerators-\$200
- Washing Machines-\$100
- In-Room Air-Conditioners- up to \$50

## Key Messages

Note: The following bullets contain the general ideas to be communicated through the ad campaign.

### **Consumer messaging:**

- » Three step process: BUY-RECYCLE-SAVE
- » Recycle your inefficient appliance and SAVE now
- » SAVE energy and money by applying today
- » SAVE money on your utility bill with a new energy efficient appliance
- » Rebates help offset the cost of the new energy efficient appliance
- » Buy Energy Smart and SAVE now

### **Messaging by specific Appliance:**

#### CLOTHES WASHER:

- » Cut your energy load up to 70% with a new high energy efficient washer

#### REFRIGERATOR:

- » Replace your inefficient refrigerator with a high energy efficient model and save up to \$200 a year

#### ROOM-AIR-CONDITIONERS:

- » Size right and save money

## Key Messages (continued)

### Other important points to add:

- » Consumers are eligible to “layer” rebates with utilities and manufactures to lower the cost of the appliance.
- » Consumers MUST recycle their appliance to receive a rebate. The inefficient appliance may also be recycled through an Energy Commission platinum partner, utility buy-back programs, or your city or county governments who have certified that appliances will be recycled through a California Certified Recycler. Consumers may also take their own appliance to a certified appliance recycler to receive the recycling application. Eligible Appliances are higher than Energy Star standards and must be selected from the list of “Eligible Appliances” located on the Cash4Appliances.org website.
- » Position your company as a “Platinum” or “Official Partner” of the California Cash for Appliances rebate program (use applicable partner level deemed by Energy Commission partnership grid).
- » Call to action is to drive consumers to the California Cash For Appliances website ([www.cash4appliances.org](http://www.cash4appliances.org)) to apply for rebates.

## Tone & Execution

Friendly and exciting.

## Call to Action

Consumers will have the dedicated consumer 800 number (COMING SOON) and the official Energy Commission website: [www.cash4appliances.org](http://www.cash4appliances.org). Partners can also link to the website from their company website.

## Mandatory Advertising Elements

These are elements that must be included in the advertising.

### Radio

(Insert your retailer name) a(n) (use applicable partner level deemed by Energy Commission partnership grid) of California Cash for Appliances rebate program. Visit [www.cash4appliances.org](http://www.cash4appliances.org) for rebate information and details.

### Online

Include California Cash for Appliances logo within the banner ads. Users see the logo when they click the ad and will be directed to the website.

### Print

Include California Cash for Appliances logo within print ads. Users can also be directed to retailer's website with a link to official state website.